

South Huntsville Main Business Association Executive Director Job Description

The executive director coordinates activities within South Huntsville Main Business Association's revitalization program that utilizes business development as an integral foundation for economic development. In conjunction with the board of directors, action teams, and volunteers, he/she is responsible for the development, conduct, execution, and documentation of the Main Street program, as well as projects throughout the South Huntsville Main Business Association (SHMBA) district. The executive director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the executive director helps to guide the organization as its objectives evolve.

Full Range of Duties to be Performed

The executive director should carry out the following tasks:

Community Development

- Coordinate the activities of the SHMBA action teams, ensuring that communication among action teams and other community organizations is well established; assist volunteers with implementation of work plan items. Work effectively with volunteers and others in district-related projects. Manage recruitment, recognition, and retention of volunteers, including members of the four SHMBA action teams, special project volunteers, and short-term volunteers. Understand the importance of volunteer involvement and play an active role in coordinating and utilizing this important resource.
- Assess the management capacity of major district organizations and encourage improvements in the district's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, etc.
- Help build strong and productive relationships with appropriate public agencies at the local and state levels.
- Identify and secure grant opportunities for district redevelopment. Administer grants and monitor related programs or projects.

Economic Development

- Develop, in conjunction with the board of directors, district economic development strategies that are based on historic preservation and utilize the community's human and economic resources.
- Encourage a cooperative climate among district interests and local public officials.
- Assist the board of directors and action teams in directing efforts at business recruitment, retention, and expansion, including developing and providing information, expertise, and appropriate referrals to business owners, marketing South Huntsville to outside businesses, and working with developers, business owners, and city officials to enhance the quality of retail and commercial space. Assist in feasibility analysis and planning through personal consultation and/or referrals to other agencies.

Marketing and Communications

- Become familiar with all persons and groups directly and indirectly involved in the district. Mindful of the roles of various district interest groups, develop an annual action plan for implementing a revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.

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- In conjunction with the board and action teams, develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the district's assets and to foster an understanding of SHMBA's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Advise South Huntsville merchants' groups and other committees and organizations on Main Street program activities and goals. Help coordinate joint promotional events, such as festival or business promotions, to improve the quality and success of events and attract people to the district; work closely with local media to promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the district.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

Understand that the duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position, if the work is similar, related or a logical assignment to the position.

All of the above duties and responsibilities are judged to be "essential functions" in terms of the Americans with Disabilities Act (ADA).

EXECUTIVE RESPONSIBILITIES

The SHMBA executive director supervises any necessary temporary or permanent employees, as well as action team chairpersons, volunteers, interns, and professional consultants. He/she participates in personnel and project evaluations. The executive director maintains SHMBA program records and reports, establishes technical resource files and libraries, and prepares regular reports for the SHMBA board of directors, Alabama Main Street, National Main Street Center and the City of Huntsville. The executive director prepares and monitors the annual program budget and coordinates the financial management of the program with the board of directors' treasurer.

JOB KNOWLEDGE AND SKILLS

The SHMBA executive director should have education and/or experience in one or more of the following areas: commercial district management, economic development, finance, public relations, business use planning, business administration, public administration, Main Street experience, volunteer or non-profit administration, volunteer management, retailing, architecture, historic preservation, and/or small business development. A bachelor's degree is preferred.

The executive director must be sensitive to design and preservation issues and must understand the issues confronting business people, property owners, public agencies and community organizations.

The executive director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent setting. Excellent written skills are essential. Supervisory skills are preferred. Experience with non-profit fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters and individual donors is preferred. A basic knowledge of federal, Alabama and local economic and community development tools available for revitalization is preferred.

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The executive director must have general computer skills and be proficient in the following applications: QuickBooks, Microsoft Office Suite, database management and presentation software. Basic graphic design/publishing skills are preferred.

He/she should have working knowledge of the use of digital media, including common social media platforms, website content management applications and blogs.

SHMBA does not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, age or disability in employment or the provision of services. This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.